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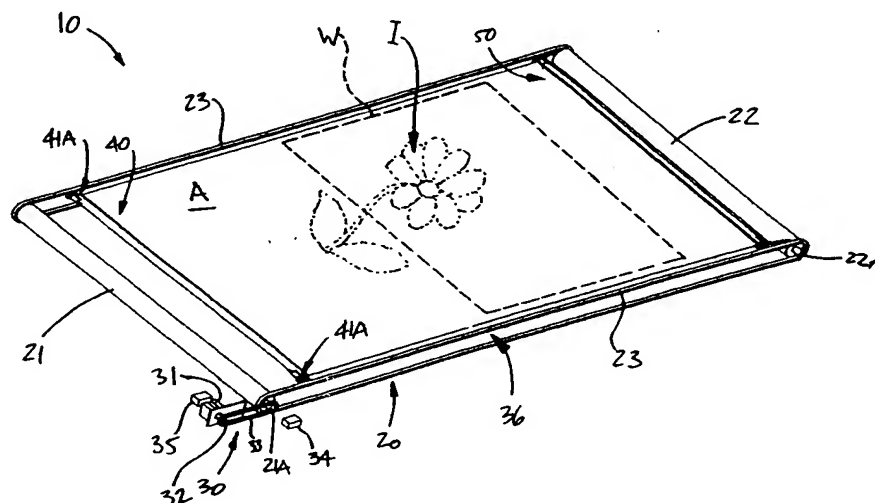
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(54) Title: AN APPARATUS FOR SEQUENTIALLY DISPLAYING A PLURALITY OF ADVERTISEMENT SHEETS



(57) Abstract: A display apparatus (10, 10') for sequentially displacing sheets (A) to a display position, comprising a drive (20) for displacing sheets (A) in a circuit to a display position. An actuator (30) actuates the drive (20). Connector devices (40, 50) connect opposed ends of sheets (A) along the drive (20). Each connector device (40, 50) has (i) a first connector (40) securing a first edge portion (A1) of a sheet (A) to the drive (20), and (ii) a second connector device (50) having a longitudinal member (41') secured to a second edge portion (A2) of the sheet (A) and connected to the drive (20) so as to be restrictively displaceable along the drive (20). An abutment portion (43') is securable against the longitudinal member (41') for retaining the edge portion (A2) of the sheet (A) therebetween. A tensioner (52) connects the longitudinal member (41') to the drive (20) to maintain the sheet in a taut condition with a predetermined tension.